

REMARKS

The Office Action and the citations referred to in the Office Action have been carefully considered.

Claims 1-22 are the pending claims being examined in the application, of which claims 1, 18, 19, and 20 are the independent claims. Claims 1, 18, 19, and 20 have been amended. Support for the amendments to these claims can be found, among other locations of the specification, on page 9, lines 11-26 as well as in Figure 2.

In addition, claims 23-25 have been added. Support for these new claims can be found, among other locations of the specification, on page 8, lines 6-21. Therefore, no new matter has been added. These claims are believed to be patentable over the prior art of record.

For the reasons set forth below, all pending claims are believed to be allowable, and such action is earnestly solicited. Reconsideration is respectfully requested.

Claim Rejections under 35 USC § 103(a)

Claims 1-22 stand rejected under 35 USC § 103(a) as being unpatentable over U.S. Patent No. 6,907,401 issued to Vittel, et al., (“Vittel”) in view of U.S. Patent Application Publication No. 2002/0055933 issued to Feathers, et al., (“Feathers”).

Specifically, in rejecting independent claims 1, 18, and 19, the Examiner asserts that the “using [of] the existing computer network directory and the customization model to create the new computer network directory” as the applicants’ claim is equivalent to a system and method “wherein a merchant may enable (or disable) participation in an aggregator site by switching on or off as little as a single software setting, or switch.” (See Vittal, column 4, lines 19-22) In rejecting independent claim 20, the Examiner asserts that the “using [of] portions of data from the existing computer network directory as governed by the customization model to create the

new computer network directory" as the applicants' claim is equivalent to a system and method "wherein a merchant may enable (or disable) participation in an aggregator site by switching on or off as little as a single software setting, or switch." (See Vittal, column 4, lines 19-22)

Vittal teaches that a merchant is able to enable (or disable) participation in an aggregator site. It appears from the Office Action that the Examiner is asserting that with the merchant's enabling or disabling of participation in the aggregator site, the aggregator site's directory of merchants is being dynamically changed and, thus, a new site directory of merchants is created. However, in Vittal, since the aggregator site's original directory is being dynamically changed, the aggregator site's original directory is lost once the new site directory of merchants is created.

Turning to the specific language in the claims, independent claims 1, 18, 19, and 20, as amended, recite that the existing computer network directory and the new computer network directory are stored on at least one storage device. In contrast, Vittal discloses only an original site directory that itself changes as merchants join or leave. Vittal does not describe storing the original directory and another directory. Instead, Vittal only describes a single directory that is updated by changes in the merchant actions to join or leave. Because claims 1, 18, 19, and 20 recite that both the existing computer network directory as well as the new computer network directory are stored, it is clear that the teachings of Vittal are deficient. As such, the asserted combination of Vittel and Feathers does not, even when combined, teach or suggest all of the elements of the presently presented claims. Accordingly, the rejections to the claims under § 103(a) should, it is respectfully submitted, be withdrawn. In view of the forgoing and for at least the reasons discussed above, claims 1, 18, 19, and 20 as well as the claims that depend from those claims are believed to be in condition for allowance.

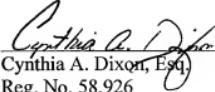
Conclusion

The remarks above are believed to be responsive to all points raised in the office action. Accordingly, reconsideration of the application and allowance thereof is courteously solicited. Should the Examiner have any remaining questions or concerns, he is urged to contact the undersigned attorney by telephone at the number below to expeditiously resolve any such concerns.

The Director is authorized to charge any additional fee(s) or any under payment of fee(s), or to credit any overpayments to **Deposit Account Number 50-2638**. Please ensure that Attorney Docket Number 075057-010401/US is referred to when charging any payments or credits for this case.

Respectfully submitted,

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